



**U.S. Department of the Interior  
National Park Service**

**Social Science Program  
Visitor Services Project**



# **Pinnacles National Park Visitor Study**



OMB Approval 1024-0224

Expiration date: 8-31-2013

**United States Department of the Interior****NATIONAL PARK SERVICE**

Pinnacles National Park  
5000 Highway 146  
Paicines, CA 95043



IN REPLY REFER TO:

April 2013

Dear Visitor:

Thank you for participating in this study. Our goal is to learn about the expectations, opinions, and interests of visitors to Pinnacles National Park. This information will help us to understand *how well existing services are meeting visitors' needs and expectations*.

This questionnaire is only being given to a select number of visitors, so your participation is very important. When your visit is over, please complete this questionnaire. It should take about 20 minutes to complete.

Once you are done, please seal it in the postage-paid envelope provided and drop it in any U.S. mailbox.

If you have any questions, please contact Lena Le, Director, Visitor Services Project, Park Studies Unit, College of Natural Resources, University of Idaho, 875 Perimeter Drive MS 1139, Moscow, Idaho 83844-1139, 208-885-2585 (phone), [lenale@uidaho.edu](mailto:lenale@uidaho.edu) (email).

We appreciate your help.





Sincerely,

Karen Beppler-Dorn  
Superintendent

**DIRECTIONS**

At the end of your visit:

1. Please have the selected individual (at least 16 years old) complete this questionnaire.
2. Answer the questions carefully since each question is different.
3. For questions that use circles (○), please mark your answer by filling in the circle with **black or blue ink**. Please do not use pencil.

Like this: ● Not like this:    

4. Seal it in the postage-paid envelope provided.
5. Drop it in a U.S. mailbox.

**Paperwork Reduction Act Statement:** The Paperwork Reduction Act requires us to tell you why we are collecting this information, how we will use it, and whether or not you have to respond. This information will be used by the National Park Service as authorized by 16 U.S.C. 1a-7. We will use this information to help us to understand how well existing services are meeting the needs and expectations of our visitors. Your response is voluntary. Your name and contact information have been requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, your contact information will be destroyed and will in no way be connected with the results of this survey. A Federal agency may not conduct or sponsor, and you are not required to respond to, a collection of information unless it displays a currently valid OMB Control Number.

We estimate that it will take 20 minutes to complete this questionnaire. You may send comments concerning the burden estimates or any aspect of this information collection to: Lena Le, Director, Visitor Services Project, Park Studies Unit, College of Natural Resources, University of Idaho, 875 Perimeter Drive MS1139, Moscow, Idaho 83844-1139, 208-885-2585 (phone), [lenale@uidaho.edu](mailto:lenale@uidaho.edu) (email).

## Your Visit To Pinnacles National Park

NOTE: In this questionnaire, your **personal group** is defined as anyone with whom you are visiting the park, such as a spouse, family, friends, etc. This does not include the larger group that you might be traveling with, such as a school, church, scout, or tour group.

1. a) Prior to this visit, how did your personal group obtain information about Pinnacles National Park? Please mark (●) **all** that apply in column (a).

☐ Did not obtain information prior to visit → **Go to part (b) of this question**

- b) If you were to visit Pinnacles National Park in the future, how would your personal group prefer to obtain information about the park? Please mark (●) **all** that apply in column (b).

a) <b>This visit</b>	b) <b>Future visit</b>	<b>Source of information</b>
<input type="radio"/>	<input type="radio"/>	Friends/relatives/word of mouth
<input type="radio"/>	<input type="radio"/>	Inquiry to park via phone, mail, or email
<input type="radio"/>	<input type="radio"/>	Local businesses (hotels, motels, restaurants, etc.)
<input type="radio"/>	<input type="radio"/>	Maps/brochures
<input type="radio"/>	<input type="radio"/>	Newspaper/magazine articles
<input type="radio"/>	<input type="radio"/>	Other units of the National Park System (NPS)
<input type="radio"/>	<input type="radio"/>	Pinnacles National Park website: <a href="http://www.nps.gov/pinn">www.nps.gov/pinn</a>
<input type="radio"/>	<input type="radio"/>	Pinnacles Partnership website: <a href="http://www.pinnaclespartnership.org">www.pinnaclespartnership.org</a>
<input type="radio"/>	<input type="radio"/>	Other websites — Which one(s)? _____
<input type="radio"/>	<input type="radio"/>	Previous visits
<input type="radio"/>	<input type="radio"/>	Social/portable media (such as Facebook, Twitter, apps, etc.)
<input type="radio"/>	<input type="radio"/>	State welcome center/visitors bureau/chamber of commerce
<input type="radio"/>	<input type="radio"/>	Television/radio programs/DVDs
<input type="radio"/>	<input type="radio"/>	Travel guides/tour books (such as AAA, etc.)
<input type="radio"/>	n/a	Other, this visit (Specify) _____
n/a	<input type="radio"/>	Other, future visit (Specify) _____



2. a) Was every member in your personal group a resident (year-round or part-time) of the Pinnacles National Park **area** (within 50 miles of the park)?

☐ No ☐ Yes → **Go to Question 3**

- b) For the nonresident members in your personal group, was visiting Pinnacles National Park the primary reason for being in the **area** (within 50 miles of the park) on this trip? Please mark (●) **one**.

☐ No ☐ Yes → **Go to Question 3**

- c) For the nonresident members in your personal group, what was the method of transportation used to travel most of the distance from their home to the **area** (within 50 miles of the park)? Please mark (●) **only one**.

☐ Car ☐ Motorcycle ☐ SUV/truck/van  
☐ Motorhome ☐ Airplane  
☐ Other (Please specify) \_\_\_\_\_

3. a) For you only, if you had been unable to visit Pinnacles National Park on this trip, would you have visited at another time?

☐ No, unlikely ☐ Yes, likely → **Go to Question 4**

- b) If NO, what would you have done with the time you spent on this trip? Please mark (●) **one**.

☐ Gone somewhere else → Distance from home \_\_\_\_\_ miles  
- OR -  
Location \_\_\_\_\_  
☐ Vacationed at home (Place, city, & state)  
☐ Gone to work at my regular job  
☐ Not sure/none of these

4. a) On this trip, did your personal group stay overnight away from home inside Pinnacles National Park or in the **area** (within 50 miles of the park)?

☐ Yes ☐ No → **Go to Question 5**

- b) If YES, please list the number of nights your personal group stayed in Pinnacles National Park and in the local **area** (within 50 miles of the park).

Number of nights **inside** Pinnacles National Park \_\_\_\_\_

Number of nights in the **area** (within 50 miles of the park) \_\_\_\_\_

c & d) In which type(s) of accommodations did your personal group spend the night(s) inside the park and in the **area** (within 50 miles of the park)? Please mark (●) **all** that apply.

<b>Accommodation</b>	<b>c) Inside park</b>	<b>d) Outside park</b>
Lodge, motel, rented condo/home, cabin, B&B	n/a	<input type="radio"/>
Personal seasonal residence	n/a	<input type="radio"/>
Residence of friends or relatives	<input type="radio"/>	<input type="radio"/>
RV/trailer camping	<input type="radio"/>	<input type="radio"/>
Tent camping in a developed campground	<input type="radio"/>	<input type="radio"/>
Other (Please specify below)	<input type="radio"/>	<input type="radio"/>

c) Inside park \_\_\_\_\_ d) Outside park \_\_\_\_\_

5. On this trip, where did your personal group stay on the **night before** and the **night after** visiting Pinnacles National Park? If you stayed at home, please write the name of the town/city and state where you live.

a) BEFORE visit: Town/city \_\_\_\_\_ State \_\_\_\_\_

b) AFTER visit: Town/city \_\_\_\_\_ State \_\_\_\_\_

6. For this visit to Pinnacles National Park, please provide the following information for your personal group.

a) First arrival time \_\_\_\_\_ a.m. OR \_\_\_\_\_ p.m.

b) Last departure time \_\_\_\_\_ a.m. OR \_\_\_\_\_ p.m.

c) Day of the week that you **first** arrived. Please mark (●) **one** below.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. On this visit, how long did your personal group spend visiting Pinnacles National Park? Please list partial hours or days as  $\frac{1}{4}$ ,  $\frac{1}{2}$ , or  $\frac{3}{4}$ .

\_\_\_\_\_ Number of hours, if **less than 24 hours**

**OR**

\_\_\_\_\_ Number of days, if **24 hours or more**

8. a) Currently Pinnacles National Park offers a shuttle service on busy weekends during spring and early summer. On this visit, did your personal group use the shuttle service between the campground and the Bear Gulch area?

☐ Yes ☐ No → **Go to Question 9**

- b) How many times did your personal group board the shuttle bus?

\_\_\_\_\_ Number of times

- c) How satisfied was your personal group with the shuttle service? Please mark (●) **one**.

Not at all  
satisfied

Slightly  
satisfied

Somewhat  
satisfied

Very  
satisfied

Completely  
satisfied

☐

☐

☐

☐

☐

- d) Please provide any comments you may have about the shuttle service.

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9. a) On this visit, did anyone in your personal group participate in climbing activities?

☐ Yes ☐ No → **Go to Question 10**

- b) If YES, where did the person(s) climb? Please mark (●) **all** that apply.

☐ Bear Gulch

☐ Machete Ridge

☐ Citadel

☐ Marmot and Yaks area

☐ Condor Gulch

☐ Reservoir

☐ Juniper Canyon

☐ The Balconies

☐ High Peaks (including the Anvil area)

10. a) On this visit to Pinnacles National Park, did your personal group go hiking?

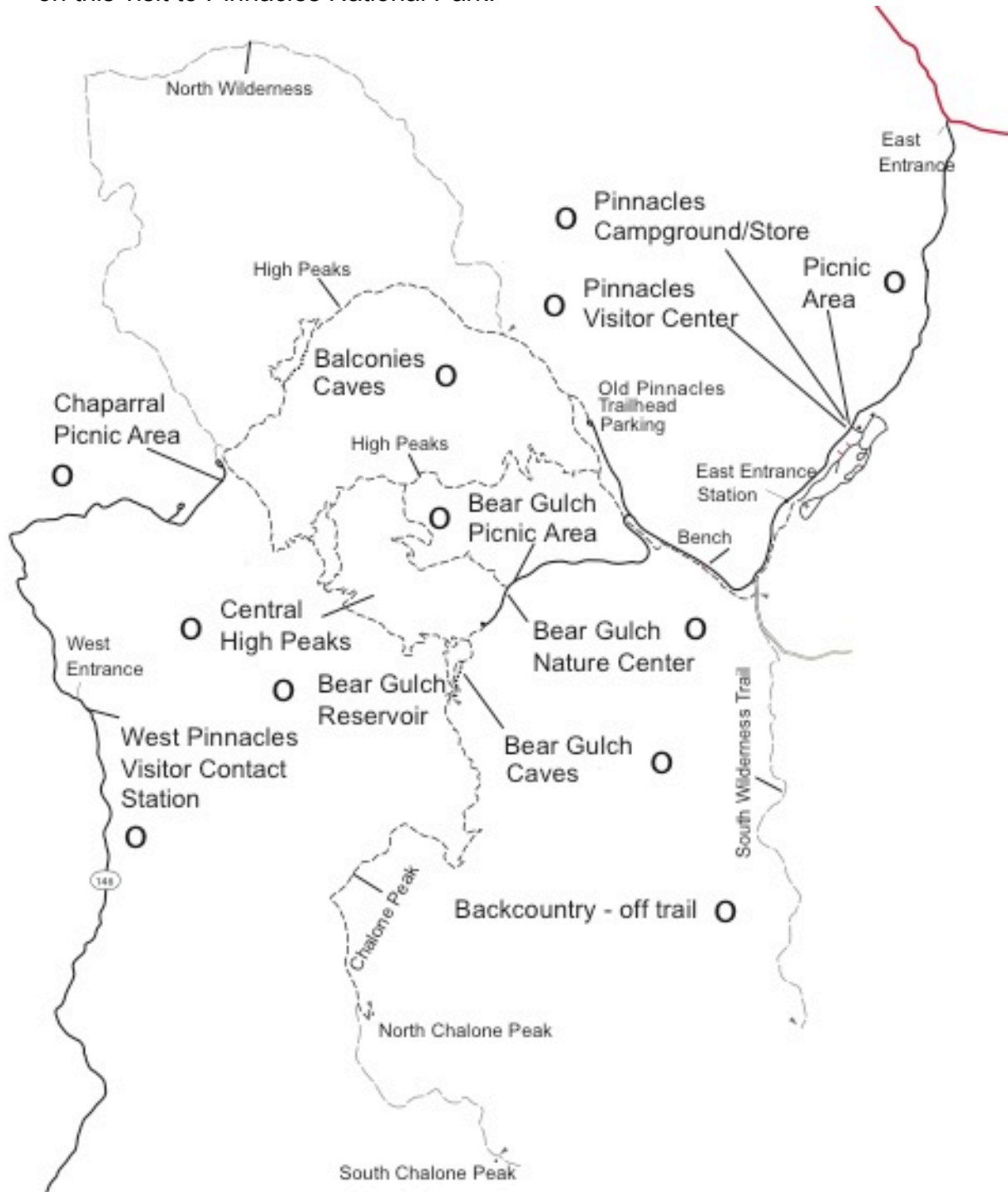
☐ Yes ☐ No → **Go to Question 11**

- b) If YES, which trailhead did your personal group start from?

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- c) On this visit, which trails did your personal group hike? Please list the trails you hiked, using the map below to help you.
- 
- 

11. On the map below, please mark (●) **all** the places that your personal group visited on this visit to Pinnacles National Park.



12. a) On this visit, in which activities did your personal group participate within Pinnacles National Park? Please mark (●) **all** that apply in column (a).
- b) If you were to visit the park in the future, in which activities would your personal group prefer to participate within the park? Please mark (●) **all** that apply in column (b).

a) <b>This visit</b>	b) <b>Future visit</b>	<b>Activity</b>
<input type="radio"/>	<input type="radio"/>	Attending ranger-led talks/programs
<input type="radio"/>	<input type="radio"/>	Camping
<input type="radio"/>	<input type="radio"/>	Hiking/walking
<input type="radio"/>	<input type="radio"/>	Learning about the history and culture of the area
<input type="radio"/>	<input type="radio"/>	Picnicking
<input type="radio"/>	<input type="radio"/>	Rock climbing
<input type="radio"/>	<input type="radio"/>	Studying natural history (geology, plants, animals, etc.)
<input type="radio"/>	<input type="radio"/>	Viewing California condors
<input type="radio"/>	<input type="radio"/>	Viewing scenery/sightseeing/scenic drive
<input type="radio"/>	<input type="radio"/>	Viewing wildflowers
<input type="radio"/>	<input type="radio"/>	Viewing wildlife (other than California condors)
<input type="radio"/>	<input type="radio"/>	Visiting talus caves
<input type="radio"/>	<input type="radio"/>	Visiting visitor center
<input type="radio"/>	n/a	Other – this visit (Specify) _____
n/a	<input type="radio"/>	Other – future visit (Specify) _____

- c) Which one of the above activities was the **primary** reason your personal group visited Pinnacles National Park on this visit? Please list **one** response.
- \_\_\_\_\_

13. a) On this visit to Pinnacles National Park, was there anything specific that your personal group wanted to see or do, but were not able to?

☐ Yes                      ☐ No → **Go to Question 14**

- b) If YES, what were you unable to see or do? \_\_\_\_\_



- c) What prevented your personal group from being able to see or do what you wanted?
- \_\_\_\_\_
14. a) On this visit, how many vehicles did your personal group use to arrive at the park? If you did not arrive by vehicle please write "0."
- \_\_\_\_\_ Number of vehicles
- b) On this visit, how many times did your personal group enter the park?
- \_\_\_\_\_ Number of times entered
15. a) Please mark (●) **all** the information services and facilities that your personal group **used** at Pinnacles National Park during this visit.
- b) For only those services and facilities that your personal group **used**, please rate their importance, from 1-5.
- c) For only those services and facilities that your personal group **used**, please rate their quality, from 1-5.

a) Information services/facilities used Mark (●)	b) If used, how important? 1=Not at all important 2=Slightly important 3=Moderately important 4=Very important 5=Extremely important	c) If used, what quality? 1=Very poor 2=Poor 3=Average 4=Good 5=Very good
<input type="radio"/> Assistance from park staff	_____	_____
<input type="radio"/> Bear Gulch Nature Center	_____	_____
<input type="radio"/> Bookstore sales items (selection, price)	_____	_____
<input type="radio"/> Bulletin boards	_____	_____
<input type="radio"/> Junior Ranger program	_____	_____
<input type="radio"/> Park brochure/map	_____	_____
<input type="radio"/> Park website: <a href="http://www.nps.gov/pinn">www.nps.gov/pinn</a> used before or during visit	_____	_____
<input type="radio"/> Pinnacles Visitor Center (overall)	_____	_____
<input type="radio"/> Ranger-led programs	_____	_____
<input type="radio"/> Self-guided trail signs/brochure	_____	_____
<input type="radio"/> Videos/films	_____	_____
<input type="radio"/> West Pinnacles Visitor Contact Station	_____	_____

16. a) Please mark (●) **all** the visitor services and facilities that your personal group **used** at Pinnacles National Park during this visit.
- b) For only those services and facilities that your personal group **used**, please rate their importance, from 1-5.
- c) For only those services and facilities that your personal group **used**, please rate their quality, from 1-5.

a) Visitor services/facilities used Mark (●)	b) If used, how important? 1=Not at all important 2=Slightly important 3=Moderately important 4=Very important 5=Extremely important	c) If used, what quality? 1=Very poor 2=Poor 3=Average 4=Good 5=Very good
<input type="radio"/> Access for people with disabilities	_____	_____
<input type="radio"/> Assistance from concession personnel (campground/general store)	_____	_____
<input type="radio"/> Backcountry trails	_____	_____
<input type="radio"/> Campground	_____	_____
<input type="radio"/> Campground restrooms	_____	_____
<input type="radio"/> Other restrooms	_____	_____
<input type="radio"/> Directional signs (road signs) in park	_____	_____
<input type="radio"/> Dump station	_____	_____
<input type="radio"/> General store	_____	_____
<input type="radio"/> Campground store	_____	_____
<input type="radio"/> Park road	_____	_____
<input type="radio"/> Picnic areas	_____	_____

17. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to your personal group at Pinnacles National Park during this visit? Please mark (●) **one**.

Very poor	Poor	Average	Good	Very good
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. For your personal group, please estimate all expenditures for the items listed below for this visit to Pinnacles National Park and the surrounding **area** (within 50 miles of the park). **Please write "0" if no money was spent in a particular category.**

- a) Please list your personal group's total expenditures inside Pinnacles National Park.
- b) Please list your personal group's total expenditures in the **surrounding area** outside the park (within 50 miles of the park).

NOTE: Surrounding area residents should only include expenditures that were **just for this trip** to Pinnacles National Park.

	<b>EXPENDITURES</b>	
	<b>a) Inside park</b>	<b>b) Outside park</b>
Spent no money (●)	<input type="radio"/> → Go to (b)	<input type="radio"/> → Go to (c)
Lodge, hotel, motel, cabin, B&B, etc.	n/a	\$ _____
Camping fees and charges	\$ _____	\$ _____
Guide fees and charges	n/a	\$ _____
Restaurants and bars	n/a	\$ _____
Groceries and takeout food	\$ _____	\$ _____
Gas and oil (auto, RV, etc.)	n/a	\$ _____
Other transportation expenses (rental cars, taxis, auto repairs, but NOT airfare)	n/a	\$ _____
Admission, recreation, entertainment fees	\$ _____	\$ _____
All other expenditures (souvenirs, books, postcards, sporting goods, clothing, donations, etc.)	\$ _____	\$ _____

- c) How many people do the above expenses cover? Please write "0" if no children were covered by the expenditures.

\_\_\_\_\_ Adults (18 years or over)

\_\_\_\_\_ Children (under 18 years)

19. If your personal group were to visit Pinnacles National Park in the future, which types of interpretive services or programs would you like to have available? Please mark (●) **all** that apply.

- ☐ Not interested in additional services/programs → **Go to Question 20**
- |   |   |
|---|---|
| <input type="radio"/> Additional condor program                           | <input type="radio"/> Cultural demonstrations         |
| <input type="radio"/> Additional geology program                          | <input type="radio"/> Guided walk on west side trails |
| <input type="radio"/> Art/photography program                             | <input type="radio"/> Junior Ranger programs          |
| <input type="radio"/> Bird walks  | <input type="radio"/> Night walks/night sky program   |
| <input type="radio"/> Camping as a family activity                        | <input type="radio"/> Ranger-guided cave hikes        |
| <input type="radio"/> Camping as an educational activity                  | <input type="radio"/> Special events/festivals        |
| <input type="radio"/> Classes and workshops with field experts, for a fee |   |
| <input type="radio"/> Demonstration of historic farming practices         |   |
| <input type="radio"/> Family activity (other than camping)                |   |
| <input type="radio"/> Half-day ranger-guided hikes into High Peaks area   |   |
| <input type="radio"/> Presentations from guest speakers                   |   |

20. On this visit, was your personal group part of the following types of organized groups? Please mark (●) **one** for **each**.

- |                                       |                           |                          |
|---------------------------------------|---------------------------|--------------------------|
| a) Commercial guided tour group       | <input type="radio"/> Yes | <input type="radio"/> No |
| b) School/educational group           | <input type="radio"/> Yes | <input type="radio"/> No |
| c) Other (scouts, work, church, etc.) | <input type="radio"/> Yes | <input type="radio"/> No |

- d) If you were with one of these organized groups, how many people, including yourself, were in this group?

\_\_\_\_\_ Number of people in organized group

21. a) On this visit, which type of personal group (not guided tour/school/other organized group) were you with? Please mark (●) **only one**.

- |  |  |
|--|--|
| <input type="radio"/> Alone                        | <input type="radio"/> Friends            |
| <input type="radio"/> Family                       | <input type="radio"/> Family and friends |
| <input type="radio"/> Other (Please specify) _____ |  |

- b) On this visit, how many people were in your personal group, including yourself?

\_\_\_\_\_ Number of people in personal group

22. For your personal group on this visit, please provide the following. (If you do not know the answer, leave blank).

	a) <b>Current age</b>	b) <b>U.S. ZIP code or name of country other than U.S.</b>	c) <b>Number of visits to Pinnacles NP</b> (including this visit)
Yourself	_____	_____	_____
Member #2	_____	_____	_____
Member #3	_____	_____	_____
Member #4	_____	_____	_____
Member #5	_____	_____	_____
Member #6	_____	_____	_____
Member #7	_____	_____	_____

23. a) Does anyone in your personal group have a physical condition that made it difficult to access or participate in park activities, facilities, or services?

☐ Yes

☐ No → **Go on to Question 24**

- b) If YES, what activities, facilities, or services did the person(s) have difficulty participating in or accessing? Please be specific.

\_\_\_\_\_

\_\_\_\_\_

24. a) For you only, which category best represents your annual **household** income? Please mark (●) only **one**.

- |  |   |   |
|--|---|---|
| <input type="radio"/> Less than \$24,999 | <input type="radio"/> \$50,000-\$74,999   | <input type="radio"/> \$150,000-\$199,999   |
| <input type="radio"/> \$25,000-\$34,999  | <input type="radio"/> \$75,000-\$99,999   | <input type="radio"/> \$200,000 or more     |
| <input type="radio"/> \$35,000-\$49,999  | <input type="radio"/> \$100,000-\$149,999 | <input type="radio"/> Do not wish to answer |

- b) How many people are in your household? \_\_\_\_\_ Number of people



- c) For you only, how much income did your household forgo to make this trip (due to taking unpaid time off from work)? Mark (●) "None" or specify the amount forgone.

☐ None **OR** Amount forgone \$ \_\_\_\_\_

25. a) Are members of your personal group Hispanic or Latino? Please mark (●) **one** for each group member.

	Yourself	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
Yes, Hispanic or Latino	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No, not Hispanic or Latino	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- b) What is the race of each member of your personal group? Please mark (●) **one or more** for each group member.

	Yourself	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
American Indian or Alaska Native	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Asian	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Black or African American	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native Hawaiian or other Pacific Islander	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
White	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

26. If you were a manager planning for the future of Pinnacles National Park, what would you propose? Please be specific.

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27. Is there anything else your personal group would like to tell us about your visit to Pinnacles National Park?

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Thank you for your help! Please seal the questionnaire in the postage-paid envelope provided and drop it in any U.S. mailbox.



